

## Message Text

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ACTION ARA-10

INFO OCT-01 ISO-00 AID-05 CIAE-00 EB-07 FRB-01 INR-07

NSAE-00 USIA-15 TRSE-00 XMB-04 OPIC-06 SP-02 CIEP-02

LAB-04 SIL-01 OMB-01 DODE-00 PA-02 PRS-01 /069 W

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R 262100Z JUN 75

FM AMEMBASSY LIMA

TO SECSTATE WASHDC 5658

INFO USDOC WASHDC

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E.O. 11652: N/A

TAGS: BEXP, PE

SUBJECT: MEETING OF TASK FORCE TO MONITOR COMMERCIAL  
ACTION PROGRAM

REF: A. LIMA 3723; B. LIMA 7462 OF SEPT 6, 1974

1. THE EMBASSY TASK FORCE TO MONITOR THE COMMERCIAL ACTION

REF: A. LIMA 3723; B. LIMA 7462 OF SEPT 6, 1974

1. THE EMBASSY TASK FORCE TO MONITOR THE COMMERCIAL ACTION  
PROGRAM MET ON JUNE 19, CHAIRED BY THE DCM. ATTENDING  
WERE THE ECONOMIC/COMMERCIAL COUNSELOR, AID MISSION DIREC-  
TOR, THE PAO, AND THE ACTING COMMERCIAL ATTACHE.

2. THE ACTING COMMERCIAL ATTACHE REVIEWED THE FY75 COM-  
MERCIAL ACTION PROGRAM (CAP) FOR PERU AS FOLLOWS:

A. CAMPAIGN NO. 1: MINING AND EARTHMOVING EQUIPMENT  
IN CONNECTION WITH THE UNITED STATES PAVILION AT THE WORLD  
MINING FAIR. CAMPAIGN ENDED SUCCESSFULLY WITH OFF-THE-  
FLOOR SALES OF \$5 MILLION AND POTENTIAL SALES OF OVER  
\$22 MILLION. THIS WAS THE FIRST FAIR IN WHICH THE U.S.  
OFFICIALLY PARTICIPATED SINCE THE 1968 PERUVIAN REVOLUTION  
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AND IT WAS AN EXCELLENT PUBLIC AFFAIRS, AS WELL AS

COMMERCIAL, PRESENTATION.

B. CAMPAIGN NO. 2: EARTHMOVING EQUIPMENT AND ENGINEERING AND CONSTRUCTION SERVICES. MAJOR PROJECT-CONSTRUCTION AND EQUIPPING OF NORTHERN PERU PETROLEUM PIPELINE. DESPITE CONTINUED EMBASSY EFFORTS, THE GOP FAILED TO PRESENT SUFFICIENT DOCUMENTARY EVIDENCE TO EXIMBANK TO SUPPORT ITS APPLICATION FOR EXIMBANK CREDITS FOR A PORTION OF THE PIPELINE. HOWEVER, BECHTEL AND A U.S. CONSORTIUM LED BY WILLIAMS BROTHERS OBTAINED ENGINEERING AND CONSTRUCTION CONTRACTS.

C. CAMPAIGN NO. 3: EQUIPMENT AND ENGINEERING DESIGN AND CONSTRUCTION SERVICES FOR THE PLANNED CHARCANI V HYDRO-ELECTRIC PLANT IN SOUTHERN PERU. COMMERCIAL ATTACHE HAS MAINTAINED CLOSE CONTACTS WITH ELECTROPERU THROUGH ITS GENERAL MANAGER. LATTER WAS PROGRAMMED TO VISIT U.S. WITH USIS ASSISTANCE IN JUNE BUT WAS FORCED TO POSTPONE VISIT UNTIL JULY BECAUSE OF A LOCAL STRIKE. COMMERCIAL ATTACHE, WHILE VISITING WASHINGTON UNDER BUSINESS CONSULTATIONS PROGRAM, DISCUSSED THIS PROJECT WITH INTERESTED U.S. FIRMS.

D. CAMPAIGN NO. 4: COLOR TELEVISION. ANDEAN PACT COUNTRIES DECIDED TO POSTPONE INDEFINITELY THE DECISION AS TO WHICH COLOR TELEVISION SYSTEM SHOULD BE USED WITHIN THE REGION. THUS, THIS CAMPAIGN IS DORMANT.

E. CAMPAIGN NO. 5 (NEW CAMPAIGN): INCREASE SALES OF U.S. CAPITAL EQUIPMENT BY SPONSORING AND ORGANIZING AN OFFICIAL U.S. PAVILION AT THE NINTH PACIFIC INTERNATIONAL FAIR (NOVEMBER 12-23, 1975). COMMERCIAL ATTACHE HAS PERSONALLY VISITED 100 COMPANIES IN LIMA. TWENTY OUT OF A POSSIBLE FORTY-FOUR BOOTHS HAVE ALREADY BEEN RENTED. USIS HAS AGREED TO PARTICIPATE WITH A BICENTENNIAL EXHIBIT.

F. CAMPAIGN NO. 6 (NEW CAMPAIGN): EMBASSY HAS BEEN WORKING ON A NUMBER OF LARGER PROJECTS WHICH MIGHT INTEREST U.S. FIRMS AND RECEIVE THE SUPPORT OF THE EXIMBANK. WE ARE FOLLOWING UP THE DISCUSSIONS HELD BETWEEN GOP AND THE COMMERCE DEPARTMENT MAJOR EXPORT PRODUCTS DIVISION

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REPRESENTATIVE AT THE IBRD CONSULTATIVE GROUP MEETING IN PARIS. WE MADE EXTENSIVE ARRANGEMENTS FOR THE RECENT TWO-DAY VISIT BY A U.S. STEEL ENGINEERS' VICE PRESIDENT WHO WAS EXPLORING THE POSSIBILITY OF PARTICIPATING IN SIDERPERU'S \$1 BILLION PLUS STEEL EXPANSION PROJECT AT CHIMBOTE. THIS VISIT WAS DECIDED ON AFTER MEETINGS WITH COMMERCIAL ATTACHE IN WASHINGTON UNDER BUSINESS CONSULTATIONS PROGRAM. WE ARE HOLDING DISCUSSIONS WITH THE ACTION OFFICES OF THE

GOP AS TO HOW WE CAN PROCEED TO PROMOTE OTHER MAJOR PROJECTS. WE ARE CONTINUING TO OFFER OUR ASSISTANCE TO COFIDE AND EXIMBANK IN ORDER TO RESOLVE THE PROBLEMS WHICH HAVE ARISEN REGARDING THE SIGNING OF SEVERAL CONTRACTS.

3. THE MEMBERS OF THE TASK FORCE MADE A NUMBER OF RECOMMENDATIONS FOR NEW CAMPAIGNS FOR FY76. THESE WILL BE INCORPORATED IN THE FY76 CAP. THE NEXT MEETING OF THE TASK FORCE WILL BE HELD SUBSEQUENT TO THE SUBMISSION TO WASHINGTON OF THE PROPOSED FY76 CAP IN ORDER TO OBTAIN MAXIMUM COOPERATION FROM ALL MISSION ELEMENTS IN THE NEXT SERIES OF CAMPAIGNS.  
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